

Employee Misclassification Advisory Task Force

Education Committee Report

On June 27, 2012, the Education Committee met for the purpose of reviewing T.C.A. §50-6-919 (b) (11)-(13) and reporting to the Task Force recommendations regarding educational solutions with respect thereto.

After a call to Order and roll call of members in attendance, the initial discussion addressed the need for additional individuals who would be interested in joining the Education Committee. It was agreed that it would be helpful if the committee had several members with media experience and knowledge. As the purpose of the committee is to educate the public with regard to employee misclassification, we must ramp up our suggested media outreach and consider additional resources. To this end, an inquiry soliciting such assistance was sent to all members of the Advisory Council on Workers' Compensation as well as all parties interested in matters related to that Council. Perhaps other Task Force members would offer suggestions as to other talent we may enlist. We would appreciate the assistance of all state departments' communications officers as well.

The website (including tip form) is up, running and available for use in English.

The tri-fold color brochure has been prepared in English but needs some refinement as to the specifics under the "For More Information" section. The Task Force needs to determine exactly which departmental agencies are to be included on the brochure and provide addresses, numbers and email contact information to be included thereon for each.

The public awareness campaign estimates ranging from \$91,000-\$350,000 have been previously provided and discussed. Obviously, the breadth and scope increase with the amount of funds available.

The Committee requests the Task Force follow the necessary procedures to obtain the funds for what we consider to be the most immediate of the committee's tasks with respect to education, that being the translation of the website including the tip form and the on-line (and publishable in print), tri-fold color brochure into Spanish. Once this is accomplished, time and funding permitted, the same translation services need to take place with respect to the additional languages we have previously identified as dominant in the Tennessee market.

Although the State has a few bilingual staffers who may be able to perform minor translation services, they have other full time job responsibilities. The need for the translation of the above stated information is immediate as well as somewhat onerous and needs to be done initially on a full time basis with expediency until complete. Additionally, it needs to be accomplished professionally and with accountability. There are numerous dialects to be considered and institutions with this knowledge base would

be our best choice. Additionally, updates or changes will be required occasionally. The estimates for all of the above were provided last year and can be updated at any time.

The State Department of General Services – Printing Division provides estimates of printing costs for items such as the tri-fold 2-sided color brochure, "Independent Contractor or Employee". Quotes based on quantities of 2000 and 4000 copies of the printed material along with estimated lead-time should be available by meeting date.

Inquiry of the Compliance field investigators with respect to their recent real life experiences will be most beneficial in deciding what further information needs to be communicated to the public via a public awareness campaign or any additionally proposed brochures, postings, notices, etc. Field investigators may also assist in providing names of lawful employers, businesses, individuals or organizations which may be interested in working with the Education Committee, or may offer ideas as to the most productive ways to reach Tennessee employers and workers.

We have continued exploring other means of communicating with Tennessee's growing diverse communities. Potential sources for our review are: Cross agency education and training, speaking and disseminating published information at business conventions of all types, chamber of commerce meetings city and county, business, city and town hall meetings or luncheons, construction related business meetings including contractor associations, legislative organizations, Bar association meetings including employment and tax lawyers' groups, College business and entrepreneurial classes and meetings, employment related conferences, group meetings, workplace fraud units, WTVF-Channel 5+'s program; "Que Pasa Nashville?";

Latino News of Tennessee – [<http://www.latinonewsoftn.com>]

Mundo Hispano Bilingual – [<http://hablatn.wordpress.com>]

WNVL – 1240 AM radio & 880 AM radio – [<http://www.davidsonmediagroup.com>]

Nashville Area Hispanic Chamber of Commerce – [<http://www.nashvillehispanicchamber.com>], and the

Tennessee Hispanic Chamber of Commerce – [<http://www.tnhispanic.com/>]

Of course, such media outreach should include additional sources for the Western and Eastern Tennessee regions as well.

The Education Committee stands ready and able to move forward on any and all of these initiatives, given the approval and funding. We request the Task Force go about immediately seeking the funding for translation of the website into Spanish as a first step on our journey of educating the public of the classic problems associated with the misclassification of employees.